EMPACT OF DIGITAL MARKITING ON CONSUMER'S ATTITUDE AND BUYING BEHAVIOR: A STUDY OF CONSUMER BEHAVIOR IN ORGANIZED RETAIL SECTOR IN PUNJAB AND HIMACHAL PRADESH

A Synopsis submitted for the award of degree of

DOCTER OF PHILOSOPHY

in

MANAGEMENT

Submitted by

Ms. Shivani Sharma

Under the supervision of
Dr. George Thomas
Dean, SMS

DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT STUDEIES
BADDI UNIVERSITY OF EMERGING SCIENCES & TECHNOLOGY
SOLAN, H.P., INDIA

May, 2016

Tentative Scheme of Chaptalization

Chapter	Topic
	List of Tables
	List of Figures
	List of Abbreviations
1	Introduction
2	Review of Literature
3	Research Methodology
4	Analysis of Data
5	Conclusion and suggestion
	Bibliography
	Appendices

LIST OF CONTENT

CHAPTER	TITLE	PAGE NO.
1.	INTRODUCTION	1
2.	REVIEW OF LITERATURE	2
3.	STATEMENT OF PROBLEM	3-6
4.	RESEARCH METHODOLOGY	7
5.	RESULTS AND DISCUSSION	8-16
6.	CONCLUSION AND RECOMMENDATION	17
7.	FUTURE SCOPE AND LIMITATION OF THE STUDY	18
8.	REFERENCES	19

CHAPTER – 1
INTRODUCTION

The present chapter deals with the introduction of the study whereby it explains the concept and characteristics of digital marketing communication, contemporary digital channels of communication and factors that affect the digital marketing. The chapter also gives the details of digital statistics of India. The chapter briefly describes the purpose, significance, scope and organization of the study.

Digital marketing as a concept is used differently by different people. Many times it is used synonymously with "internet or web marketing, e-marketing, ecommerce and e-business". Although, these terms are inter-related, yet there lies a difference among all the terms (Rowan, 2002).

Internet refers to an interconnected network of computers connected globally through dedicated servers and routers (Whittaker, 2002). The computers in this global network hold files known as web pages that can be accessed by the other interconnected computers (Tanenbaum, 1996).

There are various unique characteristics of digital marketing communication that give digital communication an edge over traditional communication and make it a preferred choice for many. Traditional marketing offers limited information and low consumer engagement whereas digital marketing offers immense information to the consumer that a consumer can copy and save for future also. Traditional marketing offers limited or no interaction with the consumers except personal selling.

Digital technologies, particularly the internet, has transformed the every aspect of business namely the business communication, branding, product management, supply chain management, buying and selling and customer relationship management to name a few (Hudson, Roth and Madden, 2012). Technology's usage in business has accounted for reducing the numerous business costs along with offering competitive advantage (Edelman and Heller, 2015). Companies have been able to leverage the power of digital technologies to obtain accurate customers‟ input that has led to improvement in overall product development capabilities of the firm.

CHAPTER – 2
LITERATURE REVIEW

A literature review is generally a survey of almost everything that has been written about a particular subject. For this study, it provided the background on various issues under consideration. The attempt in reviewing the literature has been to analyze and synthesize information about key themes like consumer attitude, digital marketing, use of social media and consumer's buying behaviour.

Jung et al. (2016) undertook this examination to analyse variables (e.g., advertisement esteems and person to person communication promoting qualities) impacting purchasers' dispositions and behavioral aim towards three kinds of social networkingadvertising (SNA) on, social impression promotion, Facebook home page and natural impression.Participants were enrolled from a few undergraduates' correspondence classes at an extensive college in Seoul, South Korea. The last information test comprised of 217 college understudies, every one of whom were Facebook users. The findings exhibited that companion impact had the hugest effects on mentality and behavioral goal over a wide range of SNA. The huge cooperation term of intrusiveness and security concern demonstrated that both attitude and behavioral aim were lessened, especially at the point when seen intrusiveness and security concern were high all the while. Further, comes about dispositions towards the promotion assumed an interceding part between SNA qualities and behavioral aim. In conclusion, the study suggested that among the kinds of SNA, shoppers favoured natural impression promotions that included companions' names on their newsfeed more than paid promotions situated on the sidebar of their Facebook pages.

Grifoni, D'Andrea & Ferri (2013) discussed that over the years Internet marketing had become the primary tool for marketers to deliver information to consumers. It included a mix of methods (m-marketing, social networks, viral marketing etc.) to create awareness for the company's brand, products and services. This paper, in particular addressed the on-line viral marketing method. In particular, it provided a theoretical framework which involved elements and actors important for the planning of an on-line viral marketing campaign. The framework presented four different phases of those analyses. The first phase involved the analysis of the company, its business context and the knowledge of the type of on-line viral marketing campaigns already done (both internal and external). In the second phase objectives and target were defined. On considering the third phase that included the message

CHAPTER-3

STATEMENT OF PROBLEM

Research Gap and Problem Identification

In this study a questionnaire consisted of basic demographic information such as age, gender, occupation, educational qualification and information on monthly income was collected during the course of this study and following question was also asked which has been included in the questionnaire in order to identify the factors that could influence the purchase decision of the customers and consumers' attitude towards digital marketing. All the question were asked on five point Likert scale anchoring "1" strongly disagree to "5" strongly agree.

As far as till now no comprehensive study was done in the past, especially in the retail sector of Himachal-Pradesh and Punjab. I did extensive study by visiting libraries i.e. library of Punjab university, library of Chitkara university, library of Baddi university, e-libraries. So to know the perception of consumer's attitude in buying behavior felt the necessity to research. Therefore, it is essential to identify the factors that affect the consumer buying attitude towards digital marketing. The scrutiny of the past studies and recent reports reveals that the digital marketing is taking center stage in the lives of both customers and marketers. Customers' spend on digital devices and data plans are increasing and customers are making use of digital marketing communication in buying decision making. Digital statistics of India, including the number of internet users, mobile devices ownership and subscription, mobile internet users and social networking sites subscription are also experiencing a steep increase. Marketers are increasing their marketing budget on digital platforms to promote their goods and services. Therefore, taking a review of the state of affairs and past researches, it was thought appropriate to assess the impact of digital marketing communication in Indian retail market consumers and how digital marketing affect the consumer buying decision process. This will be helpful for the future researchers. Moreover to know the digital marketing communication in Indian retail markets consumers and how digital marketing affect the consumer buying decision process. The study also aims to identify the factors that affect the perceptions of a consumer towards digital information across various stages of retail buying decision process. The study intended to understand the most preferred digital marketing factor that affect the buying decision process of a consumer. The study also proposed to reveal the attitude, general difficulties faced by customers, influence of other important people and factors related to oneself, technology and resources towards usage of digital marketing communication while buying a product.

Construct	Statements
"Perceived Informativeness	I perceived informativeness as marketing message that will provide me accurate, useful and up-to-date information.
	I find e-mail marketing messages informative.
	Marketing messages displayed on social networking sites (such as Facebook, Twitter, Instagram) are informative.
	Fan pages on social networking sites are informative.
	SMS advertisements provide useful information about products and services.
	Internet Blogs are an important source of information.
Perceived Entertainment	I think that a digital marketing message that contains visual enjoyment and funny languages is entertaining.
	Joining fan pages on social networking sites is entertaining and exciting.
	The element of humor and fun makes digital advertisements entertaining.
	I find blogs entertaining as people share their views about products and services that makes them interesting and worth reading.
	I find marketing messages received via e-mails entertaining.
Perceived Irritation	I feel irritated when the digital marketer make use of the techniques that annoy, offend, or insult me.
	Digital marketing messages are a source of irritation.
	I believe that unsolicited e-mails contain viruses.
	Marketing messages on social media sites are irritating.
	I delete digital marketing messages without reading because it is annoying.
	I find blogs irritating as the information provided is misleading and unreliable.
Perceived Source Credibility	I perceived source credibility as truthfulness and believability.
	I think that a company's credibility will influence my perceived source credibility towards the digital marketing message.
	I trust the information provided by marketers through e-mails.
	Fan pages on social media sites are trustworthy.
	I trust SMS advertisements received.
Perceived Incentives	Incentive includes sales promotion, contests, free gifts etc.
	Incentives are values or benefits from which I can advantage when receiving digital marketing messages.
	I think digital marketing contain incentives.
	Sales promotions are important incentives in digital marketing
	I can benefit from digital marketing's incentives. (Contest,

	Promotion etc.)
	I think digital marketing provide me with relevant product information.
Consumers' Attitude Towards Viral Marketing	I consider digital marketing as a useful marketing tool for creating brand awareness.
	I find digital marketing messages more effective as compared to traditional media marketing messages, like T.V. and print advertisements.
	I enjoy most digital marketing advertisement.
	When I receive digital marketing message, I become frustrated and angry.
	I will not read the messages that passed thru digital marketing.
	I will become part of digital campaigns if they involve incentives. (Pass the message around)
Consumer Buying Behavior	It is very likely that I will purchase the product.
	I will purchase the product next time when I need that type of product
	I will definitely try the product.
	Would you have recommended your friend to purchase the product?
Viral Marketing	I noticed that e-mail often contain digital marketing messages and advertisements**.**
	I understand that social network sites and video website contain digital marketing messages and advertisements.
	I think that some blogs and forums contain digital marketing messages and advertisements.
	Some SMS that I received contains marketing messages".

Objectives of the study

1. To examine the awareness level of digital marketing in the organised retail sector.
2. To analyze the factors effecting the digital marketing in the organised retail sector.
3. To study the effect of factors effecting the digital marketing on the attitude of the retail consumers.
4. To study the effect factors effecting the digital marketing on consumer buying behaviour.
5. To study the effect of consumer's attitude towards digital marketing on consumer buying behaviour.
6. To study the mediating role of consumer's attitude on the relationship between factors affecting digital marketing and consumer buying behaviour.

Hypothesis formulation

H1: Factor affecting digital marketing has impact on consumer's attitude towards digital marketing.

H1a: There is significant positive relationship between perceived informativeness and consumer's attitude towards digital marketing.

H1b: There is significant positive relationship between perceived entertainment and consumer's attitude towards digital marketing.

H1c: There is significant negative relationship between perceived irritation and consumer's attitude towards digital marketing.

H1d: There is significant positive relationship between perceived source credibility and consumer's attitude towards digital marketing.

H1e: There is significant positive relationship between perceived incentives and consumer's attitude towards digital marketing.

H2: Factor affecting digital marketing has impact on consumer's purchase intension.

H2a: There is significant positive relationship between perceived informativeness and consumer's purchase intension.

H2b: There is significant positive relationship between perceived entertainment and consumer's purchase intension.

H2c: There is significant negative relationship between perceived irritation and consumer's purchase intension.

H2d: There is significant positive relationship between perceived source credibility and consumer's purchase intension.

H2e: There is significant positive relationship between perceived incentives and consumer's purchase intension.

H3: Consumer's attitude towards digital marketing has significant positive impact on consumer's purchase intension.

H4: Consumer's attitude towards digital marketing mediates the relationship between factor affecting digital marketing and consumer's purchase intension.

CHAPTER – 4

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research method is the course of research to be determined. Research methodology is perhaps the most significant aspect of a research study. It is mainly based on the method of data collection, data analysis outcomes of the research study to be determined and also decides about the process of data collections. The analysis of the data is another important area of the research to interpret the data with the objective and study of the research. It is based on the design of the study, the approach by which the research has to be conducted gets determined.

Generally, research means search of knowledge of a particular subject in a logical way or it can likewise be characterized as logical and methodical search of data that are relating to a particular topic. Redman and Mory have characterized researchas a systematized exertion with a specific end goal to increase new knowledge.

Research Methodology is terms that has been worked by every researcher present around the world and moreover have a clear understanding of the procedures or protocols that has been used in their research. Research is, for the purpose of advancement and novel contribution to the existing reserve of knowledge. It is search for knowledge via goal oriented objective, systematic & scientific methods of finding solution or a new dimension to a subject. The main purpose of research is to explore the unknown dimensions, the unknown facts about the subject.

RESEARCH DESIGN

Research design is to refer the overall strategies that are chosen to integrate with the different components of the study. An appropriate research design that are applicable to research are generallydescriptive and it describes the different character of the individual or a group who are considered in the study. Through surveys involving questionnaires/schedules, it is proposed that the data will be collected from the samples to know the opinion of the population regarding the impact of Digital Marketing measures along with its characteristics and the factors that helps in better decision making during the purchase of FMCG products.

CHAPTER 5
RESULTS AND DISCUSSION

Reliability

Pursuant to the changes in the original questionnaire, reliability and validity of the questionnaire was tested. The reliability was measured using Cronbach's alpha.. The reliably of questionnaire can be calculated for those whose responses are on "Likert Scale" or on a dichotomous scale. The value of Cronbach's alpha ranges from 0 to 1, where "zero" means that there is no internal constancy in the responses of the subjects and "1" means that there is full consistency in the responses of the subjects. As the value of alpha coefficient increases, it can be said that there is high level of consistency. The most accepted critical value of determining the reliability of scale is that of Nunnnally (1978), who states that a value equal to or more than 0.7 is consider as a sign of having good internal constancy within the questionnaire. The rule for determining the reliability is that the inter-item correlation of a particular statement should be more with the statement of that particular construct and the inter-item correlation of that statement should be very less with rest of the statements who are representing other constructs. If this rules violates then that particular statement should be dropped from the analysis in order to have a good internal consistency in the questionnaire.

Exploratory factor Analysis

Exploratory factor analysis is a leading method of data reduction and it has various extraction process for producing a solution. This method is used to investigate the data and ascertain the framework of factors that required to be analyzed

ANALYSIS OF DATA AS PER OBJECTIVES

To examine the awareness level of digital marketing in the organised retail sector

Results showed that majority of the respondents are aware regarding digital marketing message which is being displayed in different e-mails that they receives.

Results also depicted high agreement toward the statement pertaining to viral marketing "I think that some blogs and forums contain marketing messages and advertisements". It means that respondents of the present study read or write some blogs or they are part of some forums through which they came to know about various products which are advertised.

Apart from this, results also shows that the mean value for the statement "Some SMS that I received contains marketing messages" is also high. Which means that majority of the

respondents feels that the SMS that they receive contain some kind of marketing information pertaining to specific product.

In addition to this, results manifested that the means value of the statement "I understand that social network sites and video website contain marketing messages and advertisements" is also high.

It can be inferred from the analysis that the most effective way of reaching to masses through viral marketing is by ways of e-mails followed by different blog sites and forums, SMS services and in last social networking and video websites like YouTube or Facebook.

To analyze the factors effecting the digital marketing in the organised retail sector

In order to achieve this objective, the researcher performed exploratory factor analysis on 38 statements pertaining to digital marketing.

After extracting the different factors as proposed by exploratory factor analysis the researcher measure the internal consistency of those extracted factor with the help of Cronbach's alpha.

Furthermore, in order to validate the questionnaire in the present study, researcher performed confirmatory factor analysis (CFA).

Results of the EFA showed that all the statements has communalities more than 0.5. This indicates that the set of data was desirable for the exploratory factor analysis.

Seven factors were extracted from these 38 statements through exploratory factor analysisby using "Varimax rotation" which is a sub part of orthogonal rotation.

To analyze the Relationship between Consumer Buying Behavior and factors effecting the digital marketing through consumer's attitude

In order to achieve this objective "Perceived Entertainment, Perceived Informativeness, Perceived Irritation, Perceived Credibility and Perceived Incentive" were taken as independent variable. Furthermore, the variable "Consumer's Attitude towards Digital Marketing" was taken as mediator and the "Consumer's Purchase Intension" was taken as the outcome variable in the proposed structural model.

Results of structural equation modelling depicted that there is a significant positive relationship between "Perceived Entertainment and Consumer's Attitude towards Digital Marketing".

Furthermore, results revealed that the relationship between Perceived Informativeness and Consumer's Attitude towards Digital Marketing is positive and significant.

The results of the present study showed that the perceived irritation has a negative effect on the Consumer's Attitude towards Digital Marketing. "Irritation has been defined as using tactics in the marketing that annoy, offend, insult, or are overly manipulative in marketing perspective".

Nevertheless, when these same individual receives message from a reliable source such as social media then it was found that they do not ignore or delete those messages. It means that perceived source credibility plays a vital role in determining the attitude of an individual regarding digital marketing concept.

ANALYSIS OF HYPOTHESIS

H1: Factor affecting digital marketing has impact on consumer's attitude towards digital marketing.

H1a: There is significant positive relationship between perceived informativeness and consumer's attitude towards digital marketing.

H1b: There is significant positive relationship between perceived entertainment and consumer's attitude towards digital marketing.

H1c: There is significant negative relationship between perceived irritation and consumer's attitude towards digital marketing.

H1d: There is significant positive relationship between perceived source credibility and consumer's attitude towards digital marketing.

H1e: There is significant positive relationship between perceived incentives and consumer's attitude towards digital marketing.

In addition to this, the relationship between "Perceived Entertainment, Perceived Informativeness, Perceived Irritation, Perceived Credibility and Perceived Incentive" and "Consumer's Purchase Intension" was also measured (Hypothesis 2).

H2: Factor affecting digital marketing has impact on consumer's purchase intension.

H2a: There is significant positive relationship between perceived informativeness and consumer's purchase intension.

H2b: There is significant positive relationship between perceived entertainment and consumer's purchase intension.

H2c: There is significant negative relationship between perceived irritation and consumer's purchase intension.

H2d: There is significant positive relationship between perceived source credibility and consumer's purchase intension.

H2e: There is significant positive relationship between perceived incentives and consumer's purchase intension.

In addition to this, the researcher also examined the direct relationship between consumer's attitude and consumer buying behaviour (Hypothesis 3).

H3: Consumer's attitude towards digital marketing has significant positive impact on consumer's purchase intension.

After this, the mediator "Consumer's Attitude towards Digital Marketing" was introduced and the proposed hypothesized relationships were measured (Hypothesis 4).

H4: Consumer's attitude towards digital marketing mediates the relationship between factor affecting digital marketing and consumer's purchase intension.

Model Identification

The basic objective of model identification is to test whether it is possible to solve for model parameters uniquely in terms of the moments of the observed variables (Bollen, 1998). A model is said to be identified if it is mathematically possible to derive unique estimates of each of its parameters (Kline, 1998).

The Degree of Freedom is calculated as: $(1/2)\ \{v\ (v + 1)\} - q$

Where, q is the number of distinct parameters which need to be estimated and v is the number of manifest variables.

Computation of Degree of Freedom

Number of distinct sample moments:	66
Number of distinct parameters to be estimated:	36
Degrees of freedom (66-36):	30

Model Fit

Model fit determines the degree to which the structural model fits the sample data. AMOS output renders the Chi-square value of 78.123 with degree of freedom as 30. Further, the value of normed chi-square (CMIN/DF) came out to be 2.604 which is within the prescribed range of less than equal to 3 as suggested by Hair et al. (2010). This indicates an acceptable fit between sample data and hypothesized model (Carmines & McIver, 1981). The results of the model fit indices showed an acceptable value of Goodness of Fit Index (GFI) as .972 which is greater than 0.8 as suggested by Hair et al. (2010). Further, in order to measure the absolute badness of fit index, the researcher has used Root Mean Square Residual (RMSR) and Root Mean Square Error of Approximation (RMSEA). The value for the Root Mean Square Residual (RMSR) of the proposed measurement model is 0.047 which is less than 0.10 (Wu, 2009) and the value of Root Mean Square Error of Approximation (RMSEA) of the proposed measurement model is 0.057 which is less than the acceptable value of 0.08 as suggested by Hair et al. (2010). In addition to this, Incremental Fit Measure index is also measure in the measurement model to check the goodness of fit indices. For that purpose Adjusted Goodness of Fit Index (AGFI) and Comparative Fit Index (CFI) are used. The value for Adjusted Goodness of Fit Index (AGFI) in the measurement model came out to be 0.939 which is more than the suggested value of greater than or equal to 0.80 Hair et al. (2010). The value for Comparative Fit Index (CFI) for the purposed measurement model came out to be 0.955 which is again greater than the suggested value of 0.90 Hair et al. (2010). In last, Parsimony Fit Measurement indices are utilized to check the fitness of the proposed measurement model. For this purpose researcher used Parsimony Comparative Fit Index (PCFI) and Parsimony Normed Fit Index (PNIF) respectively. The value of measurement model for Parsimony Comparative Fit Index (PCFI) came out to be 0.521 which is greater than 0.50 (Wu, 2009). In last, the value of measurement model for Parsimony Normed Fit Index (PNFI) came out to be 0.508 which is again greater than 0.50 (Wu, 2009). The results of the model fit for measurement model is summarized in the following table.

Goodness and Badness-of-fit indices of Path Analysis

Goodness of fit Indices	Criterion Guidelines	Model Values

Absolute Goodness of fit Index

Chi-Square (CMIN)		78.123
Degree of Freedom (D.F)		30
Probability Level		.000
Normed Chi-Square (CMIN/D.F)	≤ 3 (Hair et al., 2010)	2.604
Goodness of Fit Index (GFI)	≥ .8 (Hair et al., 2010)	.972
Absolute Badness of Fit Index		
Root Mean Square Residual (RMSR)	≤ .10 (Wu, 2009)	.047
Root Mean Square Error of Approximation (RMSEA)	≤ .08 (Hair et al., 2010)	.057
Incremental Fit Measure		
Adjusted GFI	≥ .80 (Hair et al., 2010)	.939
Comparative Fit Index (CFI)	≥ .90 (Hair et al., 2010)	.955
Parsimony Fit Measurement		
Parsimony CFI	≥ .50 (Wu, 2009)	.521
Parsimony Normed Fit Index	≥ .50 (Wu, 2009)	.508

After establishing a good model fit, the next step is to test the proposed hypothesized relationship with the help of structural equation modeling.

Results of the Proposed Hypothesized Relationships (H1-H2)

Relationship	**Estimate**	**C.R.**	**Sign**	**R^2**	**Hypothesis**
Effect of Perceived Entertainment on Consumer's Attitude towards Digital Marketing	.263	6.167	***		**Supported**
Effect of Perceived Informativeness on Consumer's Attitude towards Digital Marketing	.084	2.597	***		**Supported**

Effect of Perceived Irritation on Consumer's Attitude towards Digital Marketing	-.114	-3.512	***	.483	**Supported**
Effect of Perceived Source Credibility on Consumer's Attitude towards Digital Marketing	.417	9.713	***		**Supported**
Effect of Perceived Incentive on Consumer's Attitude towards Digital Marketing	.152	4.669	***		**Supported**
Effect of Perceived Entertainment on Consumer's Purchase Intension	.206	5.117	***	.572	**Supported**
Effect of Perceived Informativeness on Consumer's Purchase Intension	-.047	-1.596	.111		**Rejected**
Effect of Perceived Irritation on Consumer's Purchase Intension	.008	.267	.790		**Not Supported**
Effect of Perceived Source Credibility on Consumer's Purchase Intension	.381	8.944	***		**Supported**
Effect of Perceived Incentive on Consumer's Purchase Intension	-.131	-4.325	***		**Rejected**
Effect of Consumer's Attitude towards Digital Marketing on Consumer's Purchase Intension	.302	7.424	***	.387	**Supported**

Note: *** $p < 0.01$; ** $p < 0.05$

H1a: There is significant positive relationship between perceived informativeness and consumer's attitude towards digital marketing.

Research objectives

1. To examine the awareness level of digital marketing in the organised retail sector.
2. To analyze the factors effecting the digital marketing in the organised retail sector.
3. To study the effect of digital marketing on the attitude of the retail consumers.
4. To study the effect of consumer's attitude towards digital marketing on consumer buying behaviour.
5. To study the effect of digital marketing on consumer buying behaviour.

Hypothesis

H1: Factor affecting digital marketing has impact on consumer's attitude towards digital marketing.

H1a: There is significant positive relationship between perceived informativeness and consumer's attitude towards digital marketing.

H1b: There is significant positive relationship between perceived entertainment and consumer's attitude towards digital marketing.

H1c: There is significant negative relationship between perceived irritation and consumer's attitude towards digital marketing.

H1d: There is significant positive relationship between perceived source credibility and consumer's attitude towards digital marketing.

H1e: There is significant positive relationship between perceived incentives and consumer's attitude towards digital marketing.

H2: Factor affecting digital marketing has impact on consumer's buying behavior.

H2a: There is significant positive relationship between perceived informativeness and consumer's buying behavior.

H2b: There is significant positive relationship between perceived entertainment and consumer's buying behavior.

H2c: There is significant negative relationship between perceived irritation and consumer's buying behavior.

H2d: There is significant positive relationship between perceived source credibility and consumer's buying behavior.

H2e: There is significant positive relationship between perceived incentives and consumer's buying behavior.

H3: Consumer's attitude towards digital marketing has significant positive impact on consumer's buying behavior.

H4: Consumer's attitude towards digital marketing mediates the relationship between factor affecting digital marketing and consumer's buying behavior.

CHAPTER-6
CONCLUSION AND RECOMMENDATION

CONCLUSION

The results of the present study pin point the importance of getting knowledge regarding attitudes of the consumers and what are the factors that affect the formation of attitude of a consumer regarding digital marketing. Further, results of the present study manifested that how consumer attitude towards digital marketing affect the purchase intension of a consumer. Therefore, the results of the present study will be a great help for the marketers and strategy makers of a company as it can guide them how to design the content of a message so that masses can be reach out at low expenses and at short period of time. Apart from this, if the content of the message is design appropriately then it can also help in forming a positive attitude towards digital marketing which further has important outcomes such as consumer purchase intension. Digital marketing concept is a new concept of marketing. It has emerged as an alternative to traditional method of advertisement as it is the more effective, affordable, quick and easiest way of reaching to the masses. Results of the present study demonstrated that Perceived entertainment, informativeness, incentives and source credibility has positive impact on the attitude of the consumer regarding digital marketing. Furthermore, results also show that perceived irritation has negative impact on the attitude of the consumer regarding digital marketing. Therefore, marketers should design the content of the message in such a way which is more reliable, entertaining, generate incentives to the consumers and more informative as it will help to form a positive attitude of the consumers regarding digital marketing. At the same time marketers should also try to avoid offending and negative statements as it can have negative impact on the formation of attitude of a consumer regarding digital marketing.

CHAPTER – 7

FUTURE SCOPE AND LIMITATION OF THE STUDY

FUTURE SCOPE OF THE STUDY

The study comes out with many practical implications for marketers, advertisement makers, marketing executives, policy makers as well as the society as a whole who uses these internet services.

The results of the present study will not only help the marketers and policy makers of an organization in checking the effect of factors of digital marketing on consumer's attitude pertaining to digital marketing but at the same time it will help then to see how it affects the consumer purchase intension. The marketers can get all the answer from this study such as what are the factors that affect the consumer attitude and purchase intension. By having answer to all these questions, a marketer can design the content of the digital marketing message in a more effective and efficient manner by using internet.

LIMITATIONS OF THE STUDY

Although the digital marketing concept is one of the growing marketing strategy but the scope of digital marketing is still in its infancy and it is in its adoption stage in India, as the internet penetration rate within India is low as compare to other developing countries of the world. This research offers many new ideas and implications which can be used by the marketers but this study also has certain limitations

The present research was only restricted to the state of Punjab and Himachal Pradesh. These two states were included for data collection. The concept of digital marketing is new for all and it can be extended to more states of India. As, there are many states in India who are trying to adopt internet marketing.

Another limitation of this research is the size of sample. Although the data is collected from 500 respondents. To increase the applicability of the research and to have knowledge about the overall satisfaction and perception the sample size could be increased so that more reliable results can be obtained.

REFERENCES

Abzari, M., Ghassemi, R. A.,&Vosta, L. N. (2014). Analysing the effect of social media on brand attitude and purchase intention: the case of Iran Khodro Company.*Procedia - Social and Behavioral Sciences, 143,*822 – 826.

Adobe (2015, October 29). Adobe APAC Digital Marketing Performance Dashboard-Infographic [Web log post]. Retrieved from https://blogs.adobe.com /digitaldialogue/digital-marketing/apac-digitalmarketing-performance-dashboard-infographics/

Bird, D. (2007). *Commonsense direct and digital marketing*. London, UK: Kogan Page Publishers.

Blazevic, V.,Hammedi, W., Garnefeld, I., Rust, R. T., Keiningham, T.,Andreassen, T. W., Donthu, N., &Carl, W. (2013). Beyond traditional word-of-mouth: An expanded model ofcustomer-driven influence. *Journal of Service Management, 24*(3), 294-313.

Chaffey, D. (2016). Email campaign tracking with Google Analytics. *Smart Insights.* Retrieved from http://www.smartinsights.com/email-marketing/ emailmarketing-analytics/email-campaign-tracking-with-google-analytics/

Charan, A. (2011).Social media marketing for brand promotion. Presented at International Conference on Emerging Trends in Hospitality and Tourism, 55-60.

Chen, P. Y., Wu, S. Y., & Yoon, J. (2004). The impact of online recommendations and consumer feedback on sales. Presented at International Conference on Information and Systems (ICIS), Seattle, 31 December, (pp. 711-723), Association for Information Systems. Retrieved from http://aisel.aisnet.org/ cgi/viewcontent.cgi? article= 1146 &context=icis2004

Dagher, G. K., &Itani, O. (2014). Factors influencing green purchasing behaviour: Empirical evidence from the Lebanese consumers. *Journal of Consumer Behaviour, J. Consumer Behav., 13,* 188–195.

Dahiya, R. (2014). Impact of digital marketing practices on consumer behavior in Indian car market. *Abhigyan*, *32*(2), 24-37.